

CUSTOMER SERVICE - ABC Stores

ABC store customers were asked to evaluate stores on the following service standards.

	Strongly Agree & Agree	Neutral	Strongly Disagree & Disagree
Employees at this store give prompt service	95%	2%	3%
This store is clean and attractive	94%	3%	3%
Employees at this store are never too busy to respond to requests	93%	5%	2%
The layout of this store makes it easy to find products	93%	5%	2%
Employees of this store have the knowledge to answer my questions	91%	6%	3%
This store provides a variety of products	91%	5%	4%
This store location is convenient for me	88%	6%	6%
There is plenty of convenient parking at this ABC store	87%	5%	8%
I can always find what I am looking for at this ABC store	86%	7%	7%
The store hours are convenient for my shopping needs	77%	9%	14%

- Overall customer services provided by ABC stores was rated at 91% very satisfied by the respondents to the in-store customer survey.
- Store customers indicated 86% of the time they were able to find the products they were looking for when shopping at an ABC store.
- Regarding the location of ABC stores, a majority of customers (66%) travel five miles or less to an ABC store with another 20% of customers traveling 10 miles or under. Travel time to an ABC store was under 10 minutes for 59% of customers and under 20 minutes for an additional 28% of customers.

ABC Beer and Wine Wholesaler Licensees

- Eight out of 10 respondents rated services provided by Compliance Agents as excellent to good in professionalism and courteousness. Seven out of 10 rated these services as excellent to good in areas such as ability to resolve issues, knowledge, timely response to requests, and accessibility.
- Eight out of 10 respondents rated Tax Management services as excellent to good in professionalism. Seven out of 10 rated Tax Management services as excellent to good in areas such as ability to resolve issues, knowledge, timely response to requests,
- Overall level of satisfaction with services provided by Tax Management Services was 81% very satisfied to generally satisfied.
- This group has one of the highest ABC Web site usage rates; 72% of the respondents have used the ABC Web site to view numerous forms and reports including: Brand Code Listings; Franchise information; Product Label Approval; Suppliers/Importers/Retailers information; Tax Rate information; Registrations; Permits; and Territory Maps.
- Three quarters of the respondents indicated, if given the opportunity, they would submit information through the Web for such things as: product approval applications, tax information; payment transactions; tax-exempt invoices, and purchase order(s).

Local Government Survey

- Of the local government respondents, 66% indicated they were satisfied or generally satisfied while only 4% were dissatisfied with the level of oversight given to businesses selling alcohol in their community.
- With regards to alcohol, 59% of the respondents indicated that what ABC is doing to stop the sale of alcohol to those under 21 is "about right".
- With regards to tobacco, 47% of the respondents indicated that what ABC is doing to stop the sale of tobacco to those under 18 is "about right".
- Local government professionals indicated they were 63% satisfied and 8% dissatisfied regarding the location of ABC stores in their locality. The top three suggested contacts when planning a new store location or relocation were the Zoning Department, Planning Department and the City Manager or County Administrator.
- Of the local government respondents, 66% indicated they were satisfied or generally satisfied while only 4% were dissatisfied with the level of oversight given to businesses selling alcohol in their community
- Although most of the respondents were aware of various opportunities for locality input into the ABC licensing process 71% had never provided input. Of those who did, they were frequently satisfied with the different services. The group that was the most aware was City Managers.

MISSION STATEMENT

The mission of the Alcoholic Beverage Control Board is to control the distribution of alcoholic beverages; operate efficient, conveniently located retail outlets; enforce the laws of the Commonwealth pertaining to alcoholic beverages and youth access to tobacco products; and provide excellent customer service, a reliable source of revenue, and effective public safety.

ABC CORE VALUES

To successfully carry out its mission of service to the Commonwealth and its citizens, the managers, supervisors, and employees of the Department of Alcoholic Beverage Control must work together as a team. Team members are expected and trusted to adhere to the following core values, which should guide all actions on behalf of the agency:

- Integrity
- Excellence
- Loyalty
- Teamwork

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Customer & Stakeholder Surveys 2004



The Virginia Department of Alcoholic Beverage Control conducted stakeholder surveys in April and May 2004, as part of a bian-nual review of the strategic issues and goals of the agency's strategic plan.

The purpose of the surveys was to assess public safety and customer service issues important to the agency's various cus-tomer groups.

- Who did we survey?**  
*Phone Surveys conducted by the Center for Public Policy, Virginia Commonwealth University (VCU):*
- Random sample of adult citizens over 21
  - Random sample of ABC licensed establishments
- Mail surveys sent to the following groups:*
- Store customers through an in-store survey with responses mailed directly to the agency
  - Chiefs and sheriffs across the state
  - Community groups involved with education, prevention, and public safety
  - Elected local government officials and planning or zoning departments in municipalities across the state
  - ABC beer and wine wholesaler licensees

VCU Survey of Citizens

Citizen survey responses indicated that underage use of tobacco products was more likely to be considered a big or moderate problem in the community than other problems considered. The over-selling of alcohol to patrons at bars and restaurants was the least likely to be considered a large or moderate problem.

	Large or Moderate Problem	Small Problem or None at all
Underage tobacco use	64%	24%
Drunk driving	56%	34%
Underage drinking	54%	28%
Over-selling to patrons	28%	50%

Eight in ten survey respondents believe that access to alcohol by minors comes from friends and relatives. Only 10% think that stores and restaurants are the most common source of alcohol to underage persons.

Citizens indicated they are more likely to report a business seen selling alcohol to minors than to report parents or other adults serving alcohol to teenagers.

	Very Likely to Report
Business selling alcohol to minors	56%
Parents or adults serving alcohol to teenagers	37%

Public awareness of ABC programs and services for citizen groups is highest for printed materials related to alcohol laws as indicated in the chart below. Awareness was lowest for the toll free number to report violations.

	Heard of Before	Not Heard of
Publications	41%	57%
Educational programs	34%	41%
Law enforcement division in Dept.	31%	67%
ABC agents speaking at events	19%	79%
Toll free number	19%	80%

In the citizen survey, half of Virginians (52%) say they purchase liquor or Virginia wines at the ABC stores. ABC store customers in this group considered product variety to be excellent or very good. The convenience of store hours was the least likely to be rated in positive terms.

Ratings By ABC Customers	Excellent or Very Good	Good	Fair or Poor
Variety of products available	46%	39%	9%
Customer service	43%	41%	13%
Store layout and design	35%	46%	12%
Convenience of store locations	28%	51%	18%
Convenience of store hours	20%	46%	27%

Private Liquor Sales and Sunday Sales

Virginia citizens were asked questions about private sales of liquor and potential Sunday opening of ABC stores in certain areas of the state.

Eighty percent of Virginians think it would be a bad or very bad idea to allow grocery and convenience stores to sell liquor, in addition to beer and wine.

About four in ten (42%) think a system of privately operated liquor stores would be worse than the current system, 32% think it would make no difference, and 17% think the private system would be better.

Regarding the possibility of ABC store hours on Sundays in some locations, 59% of citizens think this is a bad idea or very bad idea. Only 3% thought this was a very good idea and 29% indicated it was a good idea. The community groups surveyed responded similarly to this question about possible Sunday sales.

VCU Survey of ABC Licensees

Better than seven in ten ABC licensees (73%) consider the agency very or extremely effective in promoting the responsible sale and consumption of alcohol. Eight in ten licensees think the information provided on regulations and the responsibilities of license holders is extremely or very clear.

Licensee awareness of agency programs and services is highest for publications and brochures on responsible serving and "do not sell" stickers and date decals.

	Heard of	Not Heard
Publications or brochures...	86%	13%
Do not sell stickers or decals	85%	15%
Training such as TIPS or MART	74%	24%
Toll-free number...	65%	34%
Holiday campaign "None For the Road"	60%	38%

About half of licensees (51%) are very or extremely satisfied with the customer service provided by the agency, 42% are satisfied and 4% are not too or not at all satisfied.

About four in ten (41%) respondents know the name of the agent assigned to their establishment. A total of 72% know the location or phone number of the regional office to contact for assistance.

About six in ten respondents (59%) are aware of an inspection in the last 12 months. Among this group, 78% think the inspection provided a great deal or quite a lot of helpful feedback for avoiding future violations.

Evaluation of ABC Stores

35% of survey respondents were mixed beverage licensees. These respondents were asked to rate the ABC stores in a variety of areas.

Approximately six in 10 mixed beverage licensees rated the ABC stores as excellent or very good.

Ratings Among Mixed Beverage Licensees	Excellent or Very Good	Good	Fair or Poor
Variety of products	67%	20%	10%
Convenience of locations	66%	24%	8%
Access to pickup areas	62%	25%	9%
Convenience of hours	59%	29%	9%

Eighty-five percent of mixed beverage licensees say the staff at ABC stores provides helpful service always or most of the time. 13% say the staff is helpful sometimes or less often.

Eight in ten consider the staff at ABC stores well informed about the products always or most of the time. 12% say they are sometimes well informed and 4% think they are well informed less often than that.

Chief and Sheriff Survey

According to law enforcement professionals and community groups, drunk driving and underage drinking are serious problems (nine out of 10). Six out of 10 in this group indicated underage access to tobacco as a serious problem.

The top three reasons that law enforcement professionals contacted ABC include license applications (79%) illegal alcohol activity (78%) and to request the assistance of ABC Special Agents (78%). The respondents strongly agreed that the Agents/SACS/ASACS acted professionally and responded to the issues in a timely manner.

Quality Of The Contacts With Special Agents, SACS, or ASACS

	Strongly Agree & Agree
ABC Agent acted professionally	93%
ABC Agent responded in a timely manner	86%
ABC Agent addressed problems according to your expectations	85%
ABC Agent provided requested services	85%

Community Groups Education Services

Respondents indicated that both drunk driving and violations of underage drinking laws continue to be serious issues in communities across the state.

Respondents indicated that the primary source of alcohol for minors were friends (76%). Opinions on the sources of tobacco for minors were almost evenly split between friends (36%) and convenience/retails stores (32%).

Only a small percentage of respondents (39%) have participated in ABC training activities but found College Conference and Social Norms Marketing Training to be the most useful of the activities.

A small percentage of respondents (37%) have regular contact with ABC agents and indicated the basis for that contact to be prevention and education issues.

Well over half (61%) of the community groups responding have used ABC's educational materials. Of those who have used the materials, prevention campaigns such as "None for the Road" (88%) and Fake I.D. brochures (87%) were indicated to be the most useful.

Overall, respondents are somewhat to very satisfied with the educational services provided by ABC (93%).